IN THE CLAIMS

Claims 1-26 (Canceled).

27 (New).   A system comprising:

a receiver to receive content and an advertisement;

a cache, coupled to said receiver, to store said content and advertisement; and

a shell, in said receiver, to find a place to insert said advertisement in the cached content before said cached content continues to be output for display, said shell to use a content identifier to find a place to insert said advertisement.

28 (New).   The system of claim 27 wherein said shell to utilize an info segment with an interruption point specifier to indicate a point to insert the advertisement in the content.

29 (New).   The system of claim 27 wherein said shell to utilize an info segment having a plurality of fields, one field comprising an interruption point specifier to indicate a point to insert the advertisement in the content, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

30 (New).   The system of claim 29 wherein said shell to utilize an info segment having an ad entry, said ad entry having said plurality of fields.

31 (New).   The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32 (New).   The system of claim 27 wherein said system is a television receiver.